



Warrington Township Communications Advisory Board

Meeting Minutes
Monday, July 26, 2010

The regular meeting of the Warrington Township Communications Advisory Board was held and called to order at 7:40 pm on July 26, 2010 at the Township Building located at 852 Easton Road, Warrington, Pa 18976. The members present were as follows:

Michael Starner	Chairman
James Calore	Vice Chairman
Joe Gaskill	Member
Steve Filipe	Member
Jacklyn A. Wilson	Communications Technician

Approval of Minutes:

The minutes for January 25, 2010 were approved with a motion made by Mr. Gaskill, seconded by Mr. Calore. The minutes for March 25, 2010 were approved with a motion made by Mr. Gaskill and seconded by Mr. Filipe.

Teva List-Serve Survey Results: The board reviewed the results of the survey conducted on February 2, 2010, which had an average of 40 responses. The Survey showed that a majority of respondents prefer to receive Township information and notifications by standard mail. The survey results will be kept on file.

Policy and Procedures for TV and Website: After reviewing the current policies in place for posting on the Public Access Channel, the Communications Board agreed that no updates at this current time are needed. The board reviewed and agreed that the channel should continue to be used only for Township information; however, if a request is submitted that would be beneficial to the residents of Warrington and personnel has the time and space available to post the Township Manager can grant authority for posting under their discretion. This goes for posting on the public access channel, under the Township online calendar and resources section of the Township website.

Telvue – Peg TV Trial Period: Telvue offered Warrington Township a three month trial period to stream video over the Township public access channel. Currently the equipment allows for video to stream with a maximum of two minutes air time. At this time there is no content to display and until more research is conducted to make proper use of our trial the board agreed to not start a trial at this time.

Communications Survey: A rough draft of a communications survey was put together by Mrs. Hanel, Mr. Calore, and Mr. Filipe to distribute in the fall newsletter. This survey was reviewed and finalized for the Board of Supervisors to approve for the fall quarterly newsletter of The Link. The intentions of the survey are to find out from the residents of Warrington, the most commonly used type of communications in addition to the most commonly used features.

Mr. Starner is particularly interested in utilizing all forms of communication available to us to make the survey public, with the hopes of a great return in responses in order to conduct the most realistic study. In the best interest of the Communications board the survey should be distributed in multiple forms such as, online survey, online form (PDF), handouts at Warrington Day and for public distribution in Township offices, and distributed to schools for students to take home and have completed. The goal is to release the survey in the fall issue of the newsletter and set a deadline for October 15, 2010. This deadline will allow the data to be calculated and ready for the next planned meeting on October 25, 2010.

Community Link Portal: As per E-gov, The Community Link Portal gives the public the most up-to-date information in one application. The board reviewed the portal and agreed that this feature will benefit the visitors of the Township webpage so they can view new information to the website quicker and more efficiently.

Goals and Objectives: Mr. Starner reiterated that on June 11, 2010, the Communications Board went before the Board of Supervisors to present their goals and objectives for the year. The overall plan for 2010 is to make every effort in distributing and collecting data from a Township wide survey regarding the best means of communication the board can provide for the residents. Once the survey results are collected the board will be able to consider the best option, in which to grow with the Township website and public access channel.

Future Agenda Topics: The board discussed the future agenda topics and reached a decision that it would be best to wait until the survey results are collected before they gather for another meeting. With respect to timing of the fall issue of The Link and the holiday season that will be approaching this fall, the board found the best options to have their next meeting on October 25, 2010. At that meeting the board will be prepared to evaluate future options of the public access channel and the website. In their next steps the board is looking at recording township meetings and discussing the options to stream the video.

Adjournment: At 9:05 pm Mr. Calore made a motion to adjourn the meeting as Mr. Filipe second the motion.